



**Board of Directors
Tuesday, March 18, 2014
12pm – AmericInn**

Present:

Sabrina Metz, Brenda Habeck, Michelle Jones, Randy Grismer, Kari Lozenski, Christi Barrus, Jason Welk, Brenda Moore, Megan Fix, and Bryana Darling.

Excused:

Chris Podoll, Kelsey Scarborough, Mike Birgen, Mark Remily, and Nate Kessler.

Call to Order:

The meeting was called to order by Barrus.

Approval of February 2014 Minutes:

Motion by Grismer to approve minutes. Seconded by Jones. Vote, motion passed.

Approval of February 2014 Financials:

Motion by Jones to approve financials. Seconded by Grismer. Vote, motion passed.

SD Legislature Information:

Julie Johnson updated the BID II on key visitor legislative issues in 2014. Johnson informed the board of the outcome of: HB 1185, SB 98, HJR 1001, SB 169, SB 90, and HB 1093. Also included in the presentation was information for SB 29 and SB 23.

Presentation:

12:30pm—Michelle Podoll with the Hub Area 4-H Rodeo requested \$3,000 for their event to be held 4th of July weekend at the BC Fairgrounds. This is the first year for this event, and it is a qualifying event for participants. Grismer made a motion to fund the event for \$3,000. Seconded by Welk. Vote, motion passed.

12:45pm—Erin Fouberg with Hub City Soccer requested \$4,000 for the Dacotah Cup Soccer Tournament. Dacotah Bank has agreed to a 3 year sponsorship of the event, and they are working on getting Steve Kehm with NSU to help with the event. Fouberg is also looking for some comp rooms to offer to team soccer coaches to entice them to come, as well as funds for new uniforms for Hub City Soccer. Grismer made a motion for \$3,000. Darling seconded. Vote, motion passed. Jones abstained. Both the comp rooms and uniform sponsorships can be addressed to the hotels individually.

1:00pm – Sabrina Metz presented on behalf of Wally Mosbrucker for the Bull Riding Classic that will be coming to Aberdeen on April 11-12. This is the 2nd year of the event being hosted at the Expo building, and he is looking at a budget of \$9,000. Grismer made a motion not to fund the event. Lozenski seconded. Vote, motion passed. Welk and Habeck abstained.

Secretary/Treasurer Position:

Heather Sahli has transitioned from the Ramada to Holiday Inn Express effective March 17th. Kessler currently votes the shares for Holiday Inn Express, but is looking at leaving the board due to time constraints. Sahli would take Kessler's place for this property, but a decision has not been finalized yet. The board agreed to table this vote until a decision has been made on who will represent Holiday Inn Express. The board will revisit the issue at the April meeting.

2014 Peak Season Marketing:

Metz, on behalf of Lawrence and Schiller, presented updates to the 2014 Peak Season marketing plan. A copy of the print ad along with an advertorial and Facebook graphics was reviewed. Metz also informed the board of prizes obtained for the Facebook contest that will run for the summer months.

Other Business:

Metz encouraged the board to look through the SIC code spreadsheet, the STR report, the CVB activity report, the event re-cap for SD Snow Queen, and the re-cap for NSU Futsal. Metz asked if anyone had questions about using the tablets, and offered help as needed with the new technology. Grismer requested that Moore get in contact with the Mayor to see if anybody could clean up the tree line along 6th avenue before the basketball tournament this weekend. Moore will inform the board on the mayor's response.

Adjourn:

Motion was made by Jones to adjourn. Seconded by Welk. Vote, motion passed.